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TITLE: Method for providing advertisements and coupons through wireless communication terminal

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BASIC-ABSTRACT:

NOVELTY - A method for providing advertisements and coupons through a wireless communication terminal is provided to display advertisement and coupon data in case that a user selects a coupon using a wireless communication terminal and to automatically display the advertisement data when the user attempts a telephone call.

DETAILED DESCRIPTION - An advertiser manufactures an advertisement and a coupon suitable for the environments of an SMS(Short Message Service) network and a wireless communication terminal, and registers them in the database of an advertisement and coupon service system(S1). The server of the advertisement and coupon service system outputs the registered advertisement and coupon data to a wireless communication network server through the SMS network. The wireless communication network server transmits these data to a user's wireless communication terminal(S2). The terminal receives the data through the SMS network and stores them in an appointed memory(S3). In case that the user

attempts a telephone call using the terminal(S4), the advertisement stored in the memory is displayed on the display unit of the terminal(S5). If the telephone call is completed, a discount rate and the advertisement are displayed automatically(S7).

CHOSEN-DRAWING: Dwg.1/10

TITLE-TERMS: METHOD ADVERTISE COUPON THROUGH WIRELESS COMMUNICATE TERMINAL

DERWENT-CLASS: W01 W02

EPI-CODES: W01-B05; W01-B05A1B; W02-C03C3;